



**BusinessDay**  
*National Women's Day*

INSERT DATE:  
 6 AUGUST 2020

"WE ARE WOMEN,  
 WE ARE WORKERS,  
 WE STAND  
 TOGETHER."  
 -LILLIAN NGOYI

A supplement  
 inserted with the  
 full run of  
**BUSINESS DAY**  
 +

A DIGITAL REPLICA WILL BE  
 AVAILABLE @  
[www.businessmediamags.co.za](http://www.businessmediamags.co.za)

**EDITORIAL THEME:**

Celebrating the  
 phenomenal work of  
 a new generation of  
 inspiring women.

advertising rates

FP	IFC	IFC DPS	DPS	OBC	IBC	FULL PAGE + COVER LOGO (LIMITED):	1/2 PAGE
R22500	R28500	R50000	R40 000	R32000	R26500	R32500	R12500
<b>4 PAGE DIGIMAG</b>			R3,500 (content and pictures supplied by client)				
<b>8 PAGE DIGIMAG</b>			R7,000 (content and pictures supplied by client)				

RATES: excl vat and agency commission

Innovative advertisement placements

TRIANGLE (RIGHT OR LEFT CORNER)	R10 000
ISLAND	R10 000
DPS WRAP AROUND BORDER	R20 000

material specifications

	DPS	FULL PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL
Trim	470 x 297mm	235 x 297mm	225 x 138mm	107 x 287mm
Bleed	480 x 307mm	245 x 307mm	no bleed	no bleed
Safe type area	430 x 215mm	215 x 277mm	217 x 130mm	99 x 279mm

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. (This format is standard for magazine web printing.) Resolution must be 300dpi and maximum total ink to be 270%.

The **Business Day National Women's Day** digimag will also be promoted and previewed for a week on [www.businessday.co.za](http://www.businessday.co.za)

**www.businessday.co.za stats Source: Narrative (SA audience data, social media)**

**Unique browsers:** 2 714 075  
**Page views:** 7 636 356  
**Facebook:** 126 636  
**Twitter:** 295 861

advertising contact details

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